



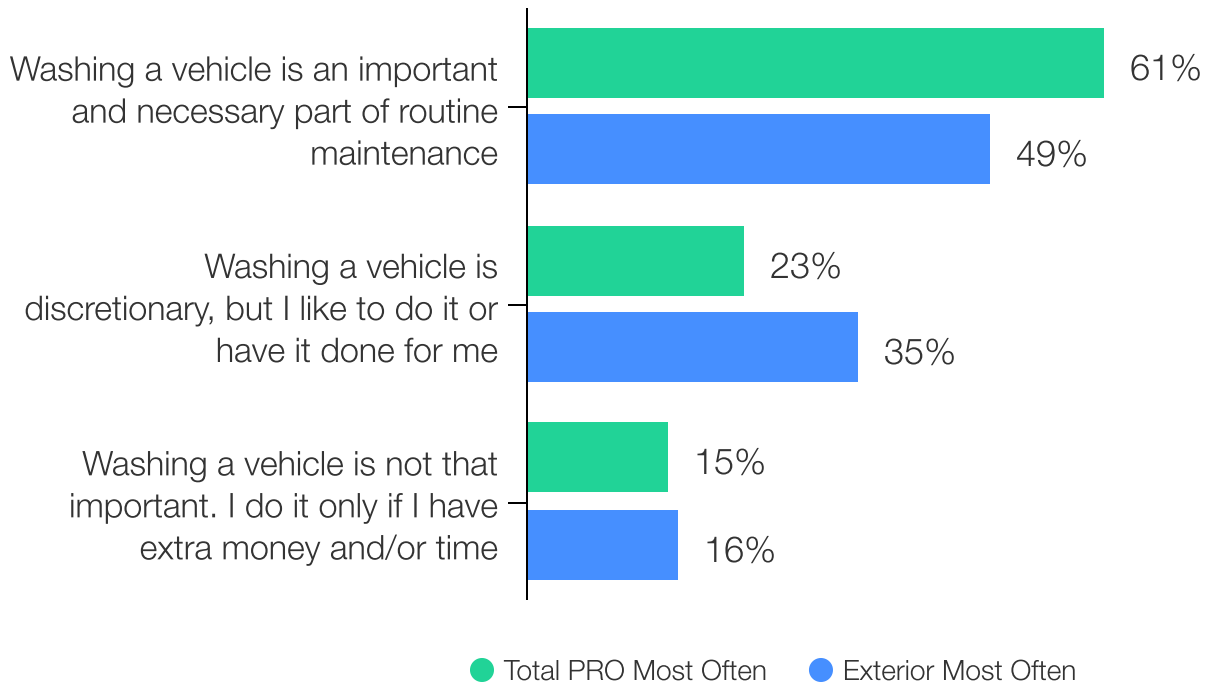
# Exterior Wash Customers

## How do they stack up?

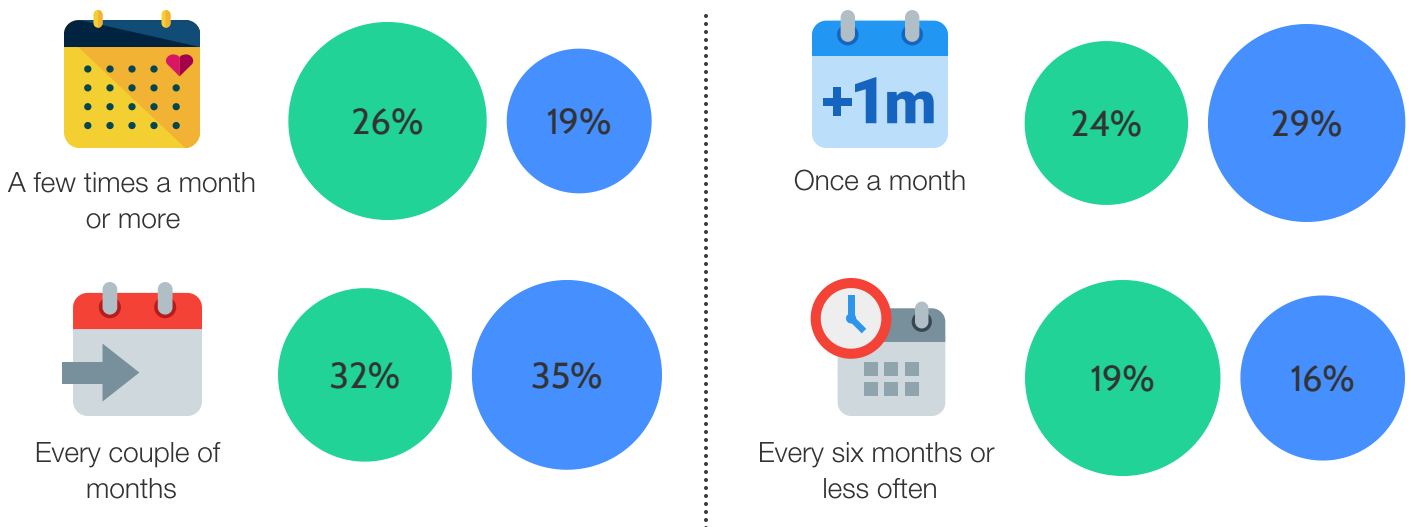
Exterior wash customers are somewhat less committed to washing than most PRO washers. What opportunities are there to get them more invested in a clean car?



### Percentage of customers who say...



### On average, how often do you wash your vehicle at a car wash?



Presented by International Carwash Association®

For opportunities to drive more customers, check out the Car Wash Consumer Study, featuring breakdowns for other wash types as well as the full study results. Visit [carwash.org/consumerstudy](https://carwash.org/consumerstudy).